

EASTER SALE

A Display and Sale of Stylish Spring Merchandise That You Will be Pleased to See.

Easter fittingly marks the beginning of the reign of Spring Fashions and by the same token the purchasing of new apparel is on in earnest at this time. Every department of our two stores is well filled with the kind of merchandise you like to see in springtime, and every department has many values of indisputed merit to offer you now. In addition to providing a great supply of the season's most tasteful styles, designs, materials, etc., and arranging them for your ready inspection, We have tried to give our stores the true spirit of spring by the liberal use of flowers and foliage in our windows and in our stores. Because we are proud of the display of new goods we are making, because it gives us real pleasure to serve you, and because we want every one to see our displays during their first freshness. Everyone is thrice welcome in our store now. Will you come?



Big Assortments of Children's Dresses and Romper Suits

The line now ready is simply immense and practically every need of the little ones has been taken care of. Prices range from 25c to \$3.50

ZION LACE EXHIBIT

In a few days we will announce particulars of an exhibition and sale of

LACES

manufactured by
ZION LACE INDUSTRIES
Zion City, Illinois

Everyone is cordially invited to attend.

Carpets, Rugs, Curtains

Bear us in mind when considering these requisites to the home furnishings. We have a line to show you now that will surely prove of great interest, and the the prices we are making will surely set you to thinking.

Be Well Dressed This Season For \$25.00

All the Woolltex and Printzess garments that have been pictured in the leading fashion magazines are now on sale at our store.

You'll find styles for afternoon wear and for use at club or informal evening affairs.

College girls and women who favor strictly tailored suits will be enthusiastic about these models

Such a suit or coat for \$25 as the one illustrated made of knickerbocker cloth is in excellent taste for a young girl. The same model in fine black silk-striped suiting will be equally becoming to the young woman or the woman of middle age. The style is good for morning or afternoon use in city or in country, according to the materials chosen.

With this suit as with every other Woolltex or Printzess garment, goes the makers' guarantee. The makers assure you the style is correct, the fabrics pure wool and the tailoring all that can be desired.

And we endorse every word of that guarantee.

Look at the special display in our windows today, then come to the suit department and make your choice.



For visiting, shopping or traveling you'll like this plain-tailored suit at \$25.00. It is made of fancy striped panamas or serge suitings.

Dress Goods and Silks

A Most Attractive Showing

The latest, most popular weaves and fashion's last word in shades. Novel and effective patterns that combine so many beautiful selections it is hard to make the final decision.

The silks' luxurious beauty invites admiration from all. Crisp and new, they offer the

most up-to-date color schemes.

Fine Wash Fabrics

Durable and attractive colors and a diversity of weaves mark the season's special designs. The patterns are all dainty and delicate as becomes a summer fabric.

Dainty New Waists

Our display of elegant new waists has no

superior. Wonderful designs in both elaborate and simple effects. Bewitchingly beautiful in their smartness and style.

Graceful New Skirts

Skirts that are so gracefully made that the hang is absolutely correct, graceful and exclusive in their lines and tailored to perfection. The

most critical cannot fail to be suited from our ample stock.

Fancy Laces and Embroideries

Laces of a delicate, filmy beauty that will lend a touch of individuality to whatever they adorn. Fetching embroideries that are striking in their unusual designs and firmness of their quality.

Wash Suits and Lingerie Dresses

Delicate shades and stylish models mark these dainty creations as fashion's favorites for warm weather wear. Don't go through the nerve racking time consuming old fashion methods of being "fitted" at your dressmakers. We can fit you perfect here—and besides you can see at once how the new dress will look.

TWO STORES D. W. ROBINSON ALMA, MICH.

DISPLAY OF LACES

(Continued from page 1)

The product is constantly oversold. Today the plant is one of the largest and most interesting textile industries in America.

Very little is known, by most people, as to how laces are made by machinery. How machines weighing 16,000 pounds can be made to pump water or crush stone, or to saw logs into lumber is readily understood, as most Americans have seen them; but how machines weighing eight tons can be capable of manufacturing the most delicate laces is more difficult to understand.

From 3,400 to 4,500 bobbins are required to thread one lace machine, besides the beam and warp, making a total—when the machine is threaded—of 13,000 threads in actual work. When a machine is fully threaded

there are 6,700 miles of cotton on it, enough to reach from here to England and nearly back again.

To produce such machines as the ones illustrated in the Zion lace exhibit has taken a century of gradual development, in which thousands of intelligent minds have contributed to bring them up to their present state of perfection.

During the exhibit there will be placed on sale all the various kinds of lace shown at prices that will be sure to interest all the ladies of the city. One reason why Zion laces are so valuable and yet so comparatively cheap in price can be shown by explaining the Valenciennes laces. The Zion Lace Industries possess the distinction of having introduced into the new world the manufacture of these laces. As late as 1900 this beautiful product was considered a monopoly of the historic lace centers of Europe. Americans annually imported \$6,000,000 worth of Valenciennes laces. Then the unique community of Zion City built the first factory making this class of lace in this country. The en-

tire working staff of a large factory in Nottingham, England, was transplanted and installed with modern machinery at Zion City. This enterprise saves the American consumer about 50% on every yard of French, English and Normandy Valenciennes laces, lace allover and lace dress nets. Watch for further announcement of this event.

WYANT'S NEW GARAGE

A. C. Wyant, the man who sells carloads of Maxwell automobiles, is building a new garage at 219 West Superior street. The garage is a frame building, twenty-six by sixty, one story high. It will have a capacity for taking care of some fifteen or eighteen machines. Mr. Wyant expects to take care of Maxwells mostly, but will also attend to other makes. He will install a fully equipped and up-to-date machine shop and has engaged for his shopman Geo. McSorley of Lake Odessa. Mr. McSorley has had ten years of experience in the automobile business and is consid-

ered to be one of the most competent experts in the state.

Mr. Wyant's new garage will be a great help to him in disposing of Maxwells as the assurance that repairs can always be had immediately is a great factor in a buyer's satisfaction. Mr. Wyant has sold twenty-one cars this spring and the season has barely started.

PIONEER OPEN HOUSE

The young men of Pioneer Hall entertained their lady friends and the men rooming outside the hall at their annual open house Saturday evening. Every year the boys wield the scrubbing brush, the broom, the mop, the dust-rag and the rug-beater with unusual energy for several days and when everything is all slicked up, decorations are put up, punch and ice cream brought to the hall, and the ladies are invited to make a thorough inspection of the boys' domicile. Each room is visited in turn and refreshments are served in the halls

and in some of the rooms. Then the company gathers in the Y. M. C. A. room where the fellows perform stunts for the amusement and edification of their guests. Saturday evening's affair was up to the usual standard in surprises and enjoyment.

REV. "BILLY" SUNDAY'S TOLEDO SUNDAY REVIVAL BREAKS ALL PREVIOUS RECORDS.

THREE SERVICES IN MAMMOTH TABERNACLE LAST SUNDAY DREW 30,000 PEOPLE.

"Billy" Sunday, the famous evangelist, opened in Toledo last Sunday a great revival campaign which is to last for eight weeks. A tabernacle whose seating capacity is ten thousand was erected by Toledo people especially for these meetings and is located only three blocks from the Ann Arbor railroad station in Toledo. Admission is free. Special excursion train to Toledo

Sunday, April 16th, leaves Alma at 6:42 a. m. Fare, round trip, \$1.50. Returning, leaves Toledo at 6:30 p. m.

LIST OF JURORS

Drawn for the April term of the Circuit Court for the County of Gratiot commencing on the 17th day of April, 1911 at the hour of 9 o'clock a. m.:
Abbott, George W. Alma
Adams, Edwin Alma
Coleman, A. E. Wheeler
Cook, Henry Emerson
Cook, Earl Hamilton
Coleman, John E. Lafayette
Cates, Rolla Arcadia
Durkee, Fred St. Louis
Delavan, G. M. St. Louis
Fenton, Charles S. St. Louis
Giddings, H. B. St. Louis
Gibbs, D. C. Ithaca
Hofstetter, Edward St. Louis
Hauk, Earl A. Seville
Holmes, James Washington
Histed, H. E. St. Louis
Kettle, Charles Newark

Lord, Herbert St. Louis
Morgan, Charles St. Louis
Merchant Washington New Haven
Noyes, Charles St. Louis
Patton, Albert Bethany
Smith, S. S. Elba
Staley, John North Shade
Seaman, Henry Sumner
Scrifford, Henry St. Louis
Smith, Charles St. Louis
Tuttle, C. K. Fulton
Taylor, John North Star
White, H. L. Pine River

WILLIAMS-DOWNS.

Miss Georgia Williams left Alma Wednesday bound for Reno, Nevada, where she will be married to Mr. Clyde Downs. Mr. Downs is a former resident of Ithaca and is very well known in the county. Miss Williams is a popular Alma woman. The couple will make their home in the west. Their many friends in Gratiot county wish them much happiness.

Ten second hand cook stoves in good repair for sale by Berman Bros. 1674tf